

Virginia Beach Community Health Improvement Plan 2017 Progress Report

Priority Area #1: Access to Health Services

Goal: Increase access to care for those who are uninsured and underinsured

Past Meetings: 10/31/17

Objective	Strategies	Progress
OBJECTIVE 1.1 By December 2018, develop and implement a marketing campaign to increase awareness of community resources and services LEAD PARTNER/ORGANIZATION: TBD	<ul style="list-style-type: none"> • Compile list of existing campaigns and community resources/services • Secure funding or identify means of supporting marketing campaign • Identify how materials will be created and disseminated • Identify marketing strategies and approach (i.e., segmented, mass dissemination, etc.) as well as target audience • Monitor reach and consider conducting pre/post survey to evaluate effectiveness or change in knowledge/awareness of community services based on campaign 	<ul style="list-style-type: none"> • 2-1-1 Virginia presented at workgroup meeting on October 31 • Encouraged partners to update/add agency information in 2-1-1 database • Developing strategies to increase community awareness of 2-1-1 Virginia's services • Working with Virginia Beach Communications Network to cross-promote department services and events
OBJECTIVE 1.2 By December 2018, reduce the number of non-emergent calls to Virginia Beach EMS LEAD PARTNER/ORGANIZATION: VB Department of Emergency Medical Services	<ul style="list-style-type: none"> • Explore developing a community paramedicine program to improve health outcomes among medically vulnerable populations • Analyze call-center data to identify frequent callers and determine what they are calling for (e.g., medical care, senior services, substance abuse/mental health, etc.) • Create educational materials and resource guides and distribute them to frequent callers • Educate residents about resources in the community. Promote programs and resources that link individuals in need to existing Virginia Beach services. Create new tools/materials as necessary. 	<ul style="list-style-type: none"> • Met with Deputy Chief Stroud from Virginia Beach EMS to discuss Community Paramedicine program • Collecting and analyzing Virginia Beach EMS call-center data to determine the number and types of calls being made; Chief Brazle will present findings at workgroup meeting in January • Working with VBDPH Community Health Worker Program on enhancing diabetes and hypertension outreach

	<ul style="list-style-type: none"> Promote suitable alternatives to ED use 	
<p>OBJECTIVE 1.3 By December 2018, increase the proportion of low-income children and adolescents in Virginia Beach who receive oral health services</p> <p>LEAD PARTNER/ORGANIZATION: VB Department of Public Health</p>	<ul style="list-style-type: none"> Collect baseline data Increase the proportion of patients who receive oral health services at the Health Department Educate non-dental health providers who interface with children, adults, and vulnerable populations (e.g., WIC program staff) about key oral health topics and community resources Create and disseminate promotional materials to increase awareness of school-based dental clinic in Virginia Beach Survey parents to see what barriers prevent them from utilizing the school-based dental clinic Promote interventions to reduce tooth decay, such as dental sealants Improve dental health habits of young children by educating their mothers about dental health 	<ul style="list-style-type: none"> Attended South Hampton Roads Oral Health Forum on October 13 to examine regional oral health data, identify areas for improvement, and collaborate on potential solutions Collecting VBDPH Dental Clinic data to establish baseline measurements Updating VBDPH website and marketing materials to better promote dental services Working across the health department to increase internal referrals to dental clinic Exploring partnership with the City's Communications Office to develop clinic flyer Gathered information from Public Health Dentist, Dr. Sara Abolahrari, about clinic services and barriers to delivering care

Virginia Beach Community Health Improvement Plan 2017 Healthy Behaviors Progress Report

Priority Area #2: Healthy Behaviors

Goal: Promote healthy behaviors to decrease chronic disease.

Past Meetings: 10/17/17

Objective	Strategies	Progress
<p>OBJECTIVE 2.1: By December 2018, decrease the percent of adults reporting no physical activity within the past month by 10%.</p> <p>LEAD PARTNER/ORGANIZATION: Mayor's Action Challenge Committee</p>	<ul style="list-style-type: none"> Assess current resources that enable/promote/encourage physical activity and disseminate that information. Inform people about the resources that are available by creating an application as well as non-electronic manner of disseminating information that contains resources, short exercises, education tools, goal setting, activity tracking, etc. In addition, revise HealthyVB website with all key information listed for the application. Create a plan to assess the use and effectiveness of the application. Assess/identify current resources, conduct survey, disseminate information/inform people about the application as well as HealthyVB website. Create a survey questionnaire that to assess active lifestyle opportunities in VB. Get businesses numbers from the Chamber of Commerce and use students/volunteers to call and ask what types of physical activities they offer for their employees and community. Develop summer program for children including educational activities regarding healthy eating and physical activity and play. Use interns as site coordinators during the summer youth projects. 	<ul style="list-style-type: none"> ODU offered to help in assessing current resources, creating a plan or survey, and using students to see what physical activities are offered. ODU has a global health heroes summer program that MYLA may get involved with

<p>OBJECTIVE 2.2: By December 2018, increase the percent of adults who eat 5 or more fruits and vegetables per day by 5%.</p> <p>LEAD PARTNER/ORGANIZATION: Mayor's Action Challenge Committee</p>	<ul style="list-style-type: none"> • Identify resources and increase awareness through an application, website, and non-electronic manner that contains farmers' market locations, websites, educational tools, incentives, surveys, etc. • Educate people and empower them to eat healthy. Examples of possible programs include healthy food preparation as demonstrated by the "Class-a-Roll" mobile van and learning to read food labels. Offer vouchers and financial education during the classes. • Obtain financial resources to improve access to healthy foods. • Investigate healthy corner stores programs. • Work with community partners (i.e., Farmers Markets, WIC, DHS, Dept. of Agriculture, Advance Technical Center, and local retailers). 	<ul style="list-style-type: none"> • Gathering information on the VISTA program and possibility of applying for VISTAs to assist on this program area • Actively engaged in the Greater Hampton Roads Food Policy Council
<p>OBJECTIVE 2.3: By December 2018, implement a healthy vending policy in the city of Virginia Beach municipally owned and operated buildings.</p> <p>LEAD PARTNER/ORGANIZATION: Virginia Beach Healthy Vending Taskforce</p>	<ul style="list-style-type: none"> • Work with partners to research standards and build support for a healthy vending policy. • Design a healthy vending machine policy. • Work with city leaders to obtain approval for healthy vending policy. • In conjunction with departmental leaders, implement the healthy vending policy making sure to educate and engage consumers during the process. • Incorporate an assessment plan for the policy. 	<ul style="list-style-type: none"> • Core Group met on Nov 1 and created a list of action items for the committee to work on; a larger group meeting will be scheduled with the taskforce • Wrote white paper on implementing healthier vending options in city facilities; whitepaper will be presented to Deputy City Manager, Ken Chandler, in December • Attended Sustainable Food Committee Meeting on Nov 27

Virginia Beach Community Health Improvement Plan 2017 Mental Health Progress Report

Priority Area #3: Mental Health

Goal: Improve emotional well-being in our community.

Past Meetings: 10/10/17

Objective	Strategies	Progress
<p>OBJECTIVE 3.1: By December 2018, decrease diversion of opiate medications by doubling the number of pounds of prescription medications collected at Take Back programs.</p> <p>LEAD PARTNER/ORGANIZATION: Virginia Beach Department of Public Health</p>	<ul style="list-style-type: none"> • Build awareness (i.e., website, find a media partner to help with campaign) of Take Back sites already in existence. • Create a map or information sheet of Take Back sites. • Increase the number of Take Back boxes. 	<ul style="list-style-type: none"> • VBDPH & Sentara met with the VBPD to learn about their take back program and how they dispose of the medications in order to gain feedback on how to implement a program at other sites • Sentara Williamsburg is piloting a program in an outpatient pharmacy to evaluate feasibility, time, cost, adverse events, and improve processes before expanding to other locations • VBPD is updating pamphlets and materials on their program which will be used to promote • A VBDPH intern is compiling a list of current take back programs in Hampton Roads
<p>OBJECTIVE 3.2: By December 2018, improve the knowledge of mental health in Virginia Beach community:</p>	<ul style="list-style-type: none"> • Define baseline and define classes/trainings. • Increase availability by expanding formats of classes (i.e., online). • Educate people on what trainings are available. • Increase the number of trainers. 	<ul style="list-style-type: none"> • NAMI and the Mental Health Awareness Coalition were suggested as lead partners which was brought to the Mental Health Awareness Coalition meeting where Dr. Kulberg presented objectives

<p>a) Increase the number of trainings by 25%. b) Increase the number of participants by 25%.</p> <p>LEAD PARTNER/ORGANIZATION: NAMI/Mental Health Awareness Coalition</p>	<ul style="list-style-type: none"> • Conduct lunch and learns or a brown bag series monthly sponsored by various groups focused on mental health and a topic of community interest. • Launch a Mental Health Diplomat Program to decrease stigma associated with mental illness. 	<ul style="list-style-type: none"> • Sentara shared health literacy resources that can be applied to advertising for events/classes/trainings
<p>OBJECTIVE 3.3: By December 2018, increase the number of practices that are implementing mental health screening tools in primary care by 10%.</p> <p>LEAD PARTNER/ORGANIZATION: TBD (possibly insurers or primary care groups)</p>	<ul style="list-style-type: none"> • Define tools that will track and monitor progress. • Establish a baseline with the practices. • Train and educate providers. • Hold mental health or mental wellness fairs (one in May and one in October) and conduct screenings during the mental health fair. 	<ul style="list-style-type: none"> • Currently assessing what mental health screening tools are being used in primary care clinics in Virginia Beach

Virginia Beach Community Health Improvement Plan 2017 Aging Progress Report

Priority Area #4: Healthy Aging

Goal: Improve the health and well-being of the aging and elderly population.

Past Meetings: 10/16/17, 12/1/17

Objective	Strategies	Progress
<p>OBJECTIVE 4.1: By December 2018, make the City of Virginia Beach more age friendly.</p> <p>LEAD PARTNER/ORGANIZATION: City of Virginia Beach, Mayor's Commission on Aging</p>	<ul style="list-style-type: none"> Determine requirements of AARP Age-Friendly Communities and steps to joining network. Examine other AARP age-friendly communities in the commonwealth, if any, and reach out to for information/lessons learned. Gauge stakeholder interest and leadership support in becoming an AARP Age-Friendly Community. Develop a coalition/join existing networks focused on aging and make VB becoming an age-friendly community a priority. Initiate process with AARP in becoming an age-friendly community. 	<ul style="list-style-type: none"> VBDPH was a vendor at the Mayor's Commission on Aging's 2017 Senior Showcase and distributed senior health educational materials at the event Attended AARP's Virginia Beach Livable Communities Training Workshop
<p>OBJECTIVE 4.2: By December 2018, increase the number of organizations in Virginia Beach that provide evidence-based fall prevention programs.</p>	<ul style="list-style-type: none"> Conduct a review and compile list of any existing fall prevention programs in VB. Gather contact information for each program/organization. Collaborate with each organization and assess current status/impact of programs and current practices. Collect materials on evidence-based programming and fall prevention to be shared with organizations. Determine barriers to conducting evidence-based fall prevention programs and identify strategies to overcome any barriers. 	<ul style="list-style-type: none"> Conducted meeting with VBDPH, Bon Secours, and Sentara to learn about existing programs in Virginia Beach Gathered information from VBDPH Health Educator about Matter of Balance fall prevention program Met with EMS, PD, and Fire to discuss current aging safety programs and opportunities to expand programming

LEAD PARTNER/ORGANIZATION: VBDPH	<ul style="list-style-type: none"> • Work with organizations and groups to determine community-wide standard or programmatic approach moving forward. • Collectively implement evidence-based fall prevention programs across VB. • Monitor progress and evaluate programs. Bring all organizations together to determine effectiveness of programs and ways to improve. 	<ul style="list-style-type: none"> • Exploring partnership with Seatack Recreation Center to conduct fall-prevention classes at the rec center
OBJECTIVE 4.3: By December 2018, increase the number of Virginia Beach residents who have an advanced care directive. LEAD PARTNER/ORGANIZATION: TBD	<ul style="list-style-type: none"> • Establish baseline. • Host educational sessions to increase awareness and understanding of the Advance Healthcare Directives Registry. • Create and distribute educational materials to educate residents about the benefits of executing an advance directive. • Train community health providers how to have meaningful conversations about advance directives with patients and their caregivers. • Identify demographics with particular life limiting illnesses that are most in need of advance care directives. 	<ul style="list-style-type: none"> • Gathered information from Sentara and Bon Secours about hospital policies and processes related to advanced care directives • Identified As You Wish Virginia as potential lead partner/organization